

Chapter 7: Cultural Resources Element

Population Economic Cultural Resources Community Facilities
Natural Resources Housing Energy Land Use

7.1 Vision Statement

"The Cultural Resources Element of the Comprehensive Plan serves to identify the existing cultural resources of the communities, establish the character and uniqueness of historic areas and project the cultural needs of the future population."

The Cultural Resources Element of the Comprehensive Plan focuses on the history of the area and how this history has affected the local population. Our cultural heritage is made up of many things such as historic buildings, festivals, cultural groups, entertainment, visual appearance and the like. This element proposes to identify a number of cultural attributes and propose meaningful objectives to the enhancement, protection, and development of our cultural resources.

7.2 Historic Resources

Greenwood County and its city and towns are home to a number of historic resources. For the purpose of this discussion, historic resources are defined as buildings, structures, sites or places that were constructed or utilized within the last 50 years. Founded in 1897 and inhabited by non-Native Americans since the mid-1700s, Greenwood County and its environs have played a major role in the history and development of South Carolina as well as the country.

We will begin our discussion with those historic resources that are listed on the National Register of Historic Places. The nomination process includes detailing, through an application, the historical significance of the site, structure or place to local, state or national significance. Currently, there are 14 historical resources in Greenwood County that are listed on the National Register of Historic Places (See Figure 7-1). There are also at least eight additional historic resources that could be listed as eligible for nomination and are designated by the state preservation office. The following properties are in various places within the process for National Register nomination (See Figure 7-2).

Figure 7-1. Historic Sites on the National Register of Historic Places

	Site	Community	Location
1	Barratt House	Greenwood	SC Highway 67 and Bryan Dorn Road
2	J. Wesley Brooks House (Scotch Cross)	Greenwood	US Highway 25 and Scotch Cross Road
3	Greenville Presbyterian Church	Shoals Junction	Greenville Church Road
4	Moore-Kinard House	Ninety Six	US Highway 178 and Callison Road
5	Mt. Pisgah AME Church	Greenwood	Hackett Avenue and James Street
6	Ninety Six National Historic Site	Ninety Six	SC Highway 246 and Loudon Road
7	Old Cokesbury and Masonic Female College and Conference School	Cokesbury	SC Highway 246 and Daniel Road
8	Old Greenwood High School	Greenwood	857 South Main Street
9	Old Main Building (Laura Lander Hall)	Greenwood	Stanley Avenue and Lander Street
10	James C. Self House	Greenwood	595 North Mathis Street
11	Stoney Point	Greenwood	SC Highway 246 and Old Laurens Road
12	Sunnyside	Greenwood	105 Dargan Avenue
13	Trapp and Chandler Pottery Site	Kirksey	Address Restricted
14	Vance-Maxwell House	Greenwood	158 East Cambridge Avenue
15	Benjamin Mays House Site	Ninety Six	US Highway 178 and Mays Crossroads
16	Benjamin Mays House Structure	Greenwood	North Hospital Street
17	Old Greenwood Cemetery	Greenwood	503 East Cambridge Avenue

Figure 7-2. Historic Properties Determined Eligible for the National Register of Historic Places

	Site	Community	Location
A	Buzzard Roost Hydroelectric Project	Ninety Six	SC Highway 34 and the Saluda River
B	Katherine Hall	Ware Shoals	1 Mill Street
C	Mountain Creek Baptist Church Baptistry	Kirksey	108 Mountain Creek Road
D	Emma Maddox School and Big Bethel AME Church	Ware Shoals	Briar Street
E	Old McCord Homeplace	Hodges	5207 Emerson Street
F	William Judge Moore House	Greenwood	426 Reynolds Avenue
G	Ware Shoals Inn	Ware Shoals	1 Greenwood Avenue North

An additional site that should be mentioned is the cotton gin located in the Epworth Community. This gin is the only working steam cotton gin remaining in the State of South Carolina. This site should be preserved for future generations as a discovery point along the Heritage Corridor to highlight the Epworth Community.

The National Register listing of these sites has many benefits: recognition, consideration as historically or archaeologically significant, eligibility for federal rehabilitation tax credits, and eligibility for federal and state historic preservation grants. National Register Nomination sites must meet the following conditions:

The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, association, and:

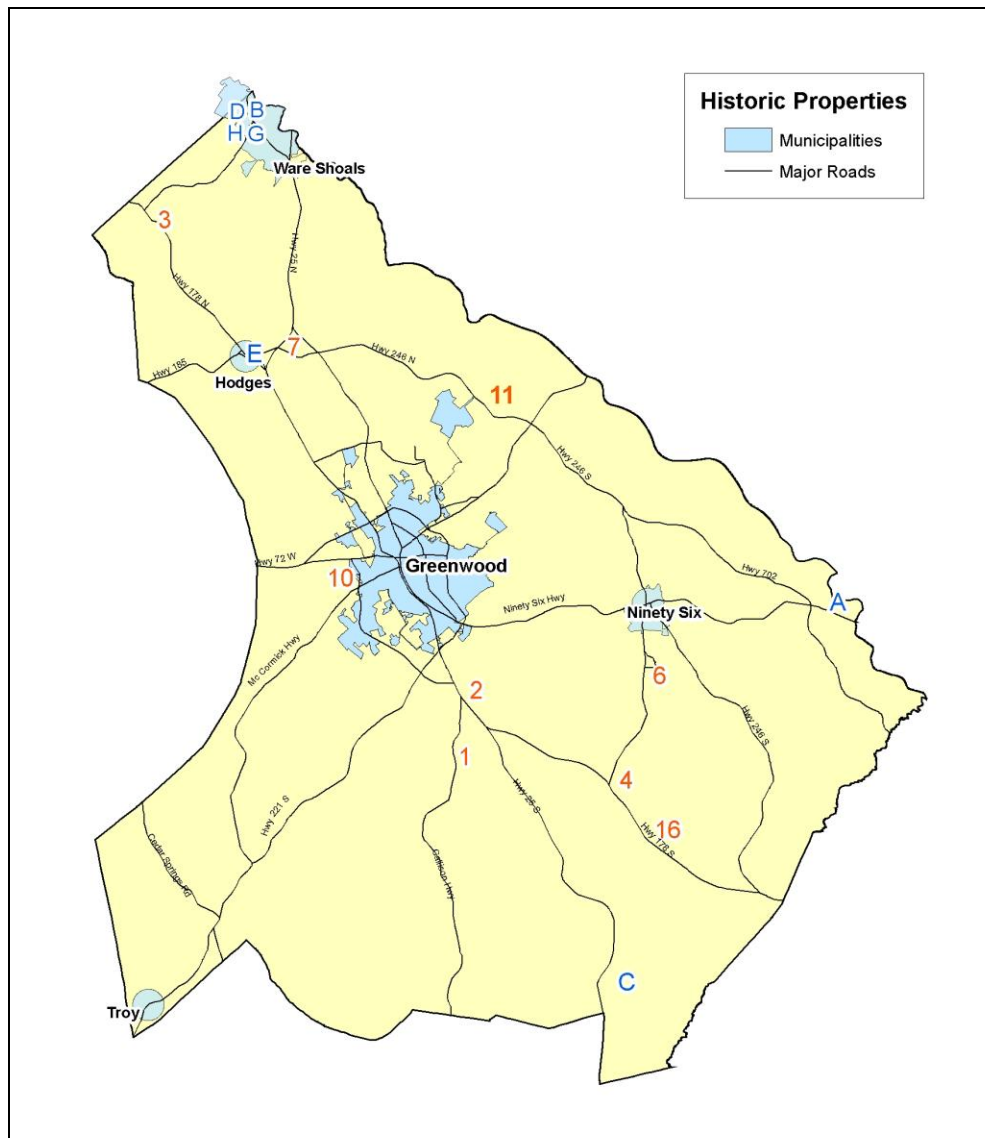
- A. *Are associated with events that have made a significant contribution to the broad patterns of our history; or*
- B. *Are associated with the lives of significant persons in our past; or*
- C. *Embody the distinctive characteristics of a type, period, or method of construction; represent the work of a master; possess high artistic values; or represent a significant and distinguishable entity whose components may lack individual distinction; or*
- D. *Have yielded, or may be likely to yield, information important in prehistory or history.*

Obviously, there are a number of additional sites not on these lists. A comprehensive list of historical places has not been completed, nor has such an inventory been maintained.

Currently, local governments in Greenwood County do not have any programs in place to address the importance of historical properties. A City/County Historic Board or Commission should be formalized to identify sites and locations of historical significance. This board should be a well-rounded group representative of our communities' ages, sexes and races. In addition to the National Register process, Greenwood County would also benefit from developing a local nomination process for properties that may not be of national significance, but of local importance. One tool for historic preservation is an historic overlay zoning district that protects historic areas from adverse development or demolition so that future generations can appreciate them. Also for consideration, new construction in historic neighborhoods needs to respect the materials and styles of surrounding properties to reflect conformity in their construction.

Another major purpose of a City/County Historic Board or Commission is to educate the public on the importance of historical resources and the economic benefits to the local communities. Sadly, in the Upper Savannah Region, many individuals feel that in order to view historical sites, one must go to Abbeville or Edgefield Counties. However, Greenwood County has its share of resources that are not marketed to their fullest potential. The development of area brochures as well as walking and driving tours can substantially increase tourism and capital investment into our area.

Figure 7-3. Locations of Historic Properties



Source: Greenwood City/County Planning Department

To justify additional investment of historic properties, a mind-set change is needed. Many times home buyers view older properties as a liability rather than an asset and overestimate the additional costs involved with upgrades and the like. Many properties are identified with such structural concerns as lead-based paint, gasoline tanks below ground, and asbestos. However, if left undisturbed, these structural items pose no danger to the inhabitants of the property. Marketing also is required to make known the case that as demand increases for these properties so too does resale price. Incentives need to be offered to property owners to assist in the revitalization of these historic structures. There are a number of tax benefits and grants that are being offered by the State of South Carolina that are not being utilized to their fullest potential in Greenwood County due to the lack of a local Historic Board or Commission.



Old Greenwood High School - Greenwood

Lastly, the basic formulation of historic preservation planning is developing an inventory of historic structures and preparing a preservation plan. Both of these items are the fundamental building blocks of preservation. Overall, the goals of this process should conform to the National Park Service Certified Local Government Program of establishing a local preservation program, creating an historic preservation zoning ordinance, appointing a local board and maintaining an inventory of historic properties. This national and state-wide recognition can only enhance our ability to protect these invaluable resources.

7.3 Unique Residential Areas

When unique residential areas come to mind, the immediate thoughts turn to the mill villages of Greenwood County. There are seven mill villages in Greenwood County: five in Greenwood, one in Ninety Six and one in Ware Shoals. These villages were developed around the mills and were the first examples of tract housing. Four of these villages were developed by the Self Family of Greenwood Mills. The Grendel Mill area was developed by the Abney Family while the Riegel Mill Village in Ware Shoals was developed by the Riegel Family. These communities provided low-cost housing to employees that was within easy walking distance of the mill.

These villages were, and to some extent still are, self-sufficient communities. These neighborhoods were developed with a miniature town center. This town center had small-scale stores, churches, and an industry which served as the major employer. Construction styles of these homes are varied by the individual developer. Most mill homes constructed in the Upstate of South Carolina were of clapboard design. However, the Greenwood Mills mill villages are unique because these homes were constructed of brick with clay-tiled roofs. Staff members of the South Carolina Department of Archives and History have mentioned the uniqueness of these villages to the history of the state. Many families in Greenwood County can trace a time in their lives when they lived in these communities.

Two of the earliest neighborhoods in Greenwood are the East Cambridge Avenue area and the residential areas along East Creswell Avenue and the Wade Heights Neighborhood. Both of these communities were the first large-scale residential developments in Greenwood County that were not mill villages. Architectural styles throughout these areas are varied and each home is architecturally unique. Walking tours of these areas should be developed to give an historical and architectural tour of the "Old Town" portions of the City of Greenwood.

Another neighborhood worth mentioning is the Jennings Street neighborhood which includes properties along Jennings Avenue, Cothran Avenue, Blyth Avenue, Lites Street, Moore Street and Lawrence Street. This neighborhood, similar in style to the Wade Heights neighborhood, is built on smaller lots within a tree canopy that encompasses the community.

Two additional residential areas are West Main Street and South Cambridge Avenue in Ninety Six and the Cokesbury Community off of SC Highway 254. Both of these neighborhoods are unique for their historical and architectural significance as many of these structures were built in the late 1800s. Some of these homes were owned at one time by the founding families of these communities.

An additional residential community that is of cultural importance is the Epworth community located along U.S. Highway 178 in eastern Greenwood County. This community is the site of an early family settlement that includes a working steam cotton gin, a religious camp site, and early farm-style homes. This community is located along the Heritage Corridor and should be highlighted as an unique cultural site as well as a small agrarian settlement.

These residential areas should be designated as historic districts both at local, state and federal levels. This designation would identify the area as important to the local community and provide education to future generations concerning the importance of maintaining these sites. Local development regulations should be amended to protect these neighborhoods from incompatible land uses that could decrease the value of these properties. Also, development of an internet web page is needed to highlight these areas for expansion of our tourism industry.

7.4 Unique Commercial Areas

Greenwood County has a number of quaint and unique commercial areas. Specifically, Uptown Greenwood is the most concentrated commercial center in Greenwood County and serves as a commercial destination for the region. This area is made up of land uses that are primarily geared to professional offices, retail businesses and government facilities. The Uptown is experiencing continued growth in many areas. One of these is the Waller Avenue section. This quaint side-street is home to a number of professional offices and businesses located on a brick street which offers a flavor of avenues in Charleston or Savannah.

One thing that is lacking in Uptown is a harmonious mix of uses such as residential, cultural and entertainment sites, and restaurants. By providing a mixture of different tenants, the Uptown can become a thriving commercial center which provides the potential shopper with many options at various times of day. An example of a renewed and thriving commercial center that has these qualities is downtown Greenville.

In January 2003, Uptown Greenwood Development Corporation (UGDC) completed a strategic planning process in order to develop both short and long-term strategies aimed at the continued development and revitalization of the Uptown area. The resulting strategic plan is based upon the National Main Street program's four points of organization, promotion, design, and economic restructuring. Specific focus was given to improving mixed use ratios within the Uptown area in order to attract a more diverse base for retail merchants, restaurants, and cultural organizations. Currently, retail and restaurants comprise only 18% of the overall mix. Within five to seven years, UGDC would like to increase this to 43%.

Figure 7-4: Uptown Mixed Usage Ratios

	September 2004		September 2008		September 2012	
	Number	Percentage	Number	Percentage	Number	Percentage
Business	112	55%	103	50%	92	45%
Retail	31	15%	51	25%	71	35%
Restaurants	7	3%	17	8%	17	8%
Non-Profit	12	6%	12	6%	12	6%
Banks	4	2%	4	2%	4	2%
Government	5	2%	5	2%	5	2%
Cultural	3	1%	3	1%	3	1%
Hotel	1	1%	1	1%	1	1%
Vacancies	30	15%	10	5%	0	0%

Source: Uptown Greenwood Development Corporation, 2004

Residential space, also referred to as second story housing, was identified as a key component in this effort. Second story residential units in the Uptown area would target young professionals and retirees. Introduction of second story housing into the Uptown area would create a demand for increased services offered outside the standard business hours of 9:00 a.m. to 5:00 p.m. such as pharmacies, specialty grocers, clothing, and household items. Demand for dining and shopping would rise as well. This demand would create opportunities for entrepreneurs and attract new business to the commercial district. Existing retail merchants and restaurants would be encouraged to expand operating hours as well, helping to create a thriving "24 hour" commercial center.

Strengthening existing cultural organizations located in the Uptown such as the Museum and Greenwood Community Theatre are vital to the continued growth and development of the Uptown area and serve to enhance the quality of life of our citizens. Cultural organizations will play a key role in attracting visitors and tourists to the Uptown area and will provide entertainment, educational, and recreational opportunities for our citizens.

Events and activities coordinated and sponsored by UGDC are critical components in the effort to develop and sustain a thriving commercial center. Events such as the South Carolina Festival of Discovery and the Uptown Greenwood Pro Cycling Challenge attract visitors and tourists from around the

United States. The cycling event draws professional cyclists from Germany, Australia, Italy, Canada, Mexico, Guatemala, and New Zealand, which gives the event the potential to draw additional visitors from around the world. Marketing efforts for these events in turn help to promote Greenwood on a regional, national and even global basis. Area merchants, restaurants, hotels, and other businesses reap major economic benefits from these events.

Community events such as the 'Live After Five' free summer concert series, the Uptown Greenwood Boo Bash, the Holiday Open House and the Greenwood Christmas Parade, in conjunction with cultural programs and activities offered by the Museum, Greenwood Community Theatre, the Arts Council and other cultural organizations, provide recreational, cultural, and entertainment opportunities which enhance the sense of community for our citizens and reinforce Uptown's position as the focal point of the community. UGDC will be working to expand and further develop partnerships between these organizations.

The Uptown Greenwood Development Corporation Strategic Plan served as a springboard for the City Center Master Planning process initiated by the Partnership for a Greater Greenwood County in the Fall of 2003. The City Center Master Plan will complement the UGDC Strategic Plan and provide strategies to enhance and revitalize the Uptown area while reaching beyond the boundaries of the special tax district to help better link Lander University and Self Regional Healthcare to the core business district. The UGDC is a key stakeholder in the process.

Additional unique commercial areas in Greenwood County include the West End area of Ware Shoals, Main Street in Ninety Six, Troy's Main Street, and the Square in Hodges. Each of these centers provides basic shopping opportunities to the local population. Ware Shoals and Ninety Six are actively pursuing ways to develop a more diverse shopping area. In this way, both communities can extend their economic base outside of Greenwood County by attracting shoppers from outside the county. The Town of Troy has also begun the process of evaluating the needs of its downtown and determining ways to fill a unique niche in the region. Local support is needed to develop discussions in these communities to find out the exact needs of the local population. Local plans need to be performed to develop a long-term strategy to promote commercial development.

7.5 Urban Design

Urban design is the evaluation of the built environment and the aesthetic value of design in our communities. Basically, urban design looks at the form and function of a local area. Urban design covers subjects from street trees and sidewalks to road design and parking. The way an area looks significantly affects whether or not a tourist will stop to shop or return to the area. In a recent survey it was found that more than 97% of those surveyed felt that the way a town "looks" affects things such as attracting new citizens and economic investment (1999 Greenwood City/County Comprehensive Plan).

In the late 1970s, the City of Greenwood began a progressive urban design program for Uptown. Removal of railroad tracks from the center of Main Street, placement of landscaping, and construction of an arcade along the front of businesses were the result. In the end, this revitalization program provided an attractive site for professional offices, the library, the museum and government agencies.

Conversely, this plan did not address some factors that are becoming apparent today. The placement of the arcade was to provide access to the second floors of the streetside buildings. Currently there are properties along Main Street in need of maintenance, but the property owners are unable to access their buildings due to the placement of the arcade to their structures. The arcade also blocks the original architectural characteristics of the front of these buildings. Another item of concern is the Barksdale Building which is architecturally incompatible with the rest of the Uptown area due to the retainment of its 1960s facade.

An additional concern is access to the Uptown area, both pedestrian and vehicular. Due to the width of Main Street, there are a number of pedestrian and vehicular conflicts at major intersections. Many individuals do not feel safe crossing this four-lane road. Electronic crosswalks are not available at all

intersections and those that are in place are not timed long enough to allow pedestrians, especially those with disabilities, to cross.

The Uptown area is in need of an updated urban design plan to provide an effective and efficient commercial center that meets the needs of today's citizens. Some ideas to be included into this plan are:

- providing a mixture of land uses to attract patrons after 5:00 p.m.;
- providing adequate parking through parking garages;
- performing upgrades and maintenance to existing public facilities such as buildings, sidewalks, landscaping and the arcade;
- expanding of the official boundaries of the Uptown area;
- providing a pedestrian linkage between Uptown and Lander University;
- providing adequate signage to Uptown along major traffic routes;
- develop a cultural and historical economic base in the Uptown area; and
- reevaluating the roadway design and parking facilities.

This plan also needs to include a general timeline for implementation of goals along with innovative ways to fund the recommendations of the plan. Without a long-range plan, the Uptown area will continue to be viable only from the hours of 9:00 a.m. to 5:00 p.m. with no significant large-scale investment taking place within the Uptown area.

7.6 Unique Natural and Scenic Resources

The citizens of Greenwood County are fortunate to have a number of natural and scenic resources available to them. A primary natural area is the Sumter National Forest in southwest Greenwood County. Managed by the National Park Service, this area constitutes approximately 10,951 acres of the County. The national forest is home to a number of plant and animal species with some of these identified as endangered species. Sumter National Forest has a number of trails for hiking, mountain bike, and horseback riding. To keep this area natural, land use decisions need to be made to retain the natural beauty of this area without the environmental costs of development.

The Ninety Six National Historic Site is an area of unusual cultural significance and is the birthplace of the modern community at large. The 989-acre site is preserved and administered by the National Park Service. It contains the archaeological remains of two historic villages, a reconstructed Stockade Fort, a colonial plantation complex and numerous prehistoric sites. The massive earthen Star Fort is a prime example of fortifications of the American Revolution.

The numerals "96" first appeared on a map in 1730. It was an important crossroads trading location and thus became the focal point for this area's settlement in the mid- to late 18th Century. Favorable farming land, abundant water and game were factors for English settlers to immigrate to the western South Carolina frontier. By the 1760's the colonial town of Ninety Six had been established and several hundred residents lived in the community.

Ninety Six played an important role in the American Revolution. The first land battle south of New England was fought here in 1775. In 1781, the longest siege of the war occurred when General Nathanael Greene's 1,000 patriot soldiers assaulted the British Star Fort for 28 days.

The park hosts about 50,000 visitors annually and offers several special programs and daily activities. The visitor center contains a museum, auditorium and bookstore. The one-mile walking trail passes many of the site's primary historic locations. Primitive trails network throughout the park and offer excellent opportunities to view and enjoy wildlife. Again, detrimental development around the site should be discouraged to protect the cultural, historic and natural features of the area.

The Saluda River and Lake Greenwood are resources that provide a number of assets. Some benefits include providing drinking water, recreation, tourism, hydroelectric power, and animal and plant habitat. There are a number of agencies involved with the responsibility of Lake Greenwood. Owned by Greenwood County, Lake Greenwood is leased to Santee Cooper for hydroelectric power production.

The SC Department of Natural Resources, the SC Department of Health and Environmental Control, the U.S. Federal Regulatory Commission, and the U.S. Army Corps of Engineers are all involved with various aspects of lake monitoring. Development along Lake Greenwood should be managed to protect the local ecosystem, the water quality, the safety of users, and the views provided by this man-made lake.

7.7 Archaeological Sites

To date, there are more than 500 archaeological sites throughout Greenwood County. These sites range from prehistoric times to 50 years ago. To date, the South Carolina Institute of Archaeology and Anthropology (SCIAA) at the University of South Carolina is unable to catalog all sites. However, this organization hopes to formulate a comprehensive listing within the next five years through computerized mapping. Greenwood County should work to identify these sites with the help of the SCIAA to identify areas of archaeological significance. Also, the Greenwood Museum should maintain a copy of this archaeological survey for those interested in these unique sites.

7.8 Educational Sites and Institutions

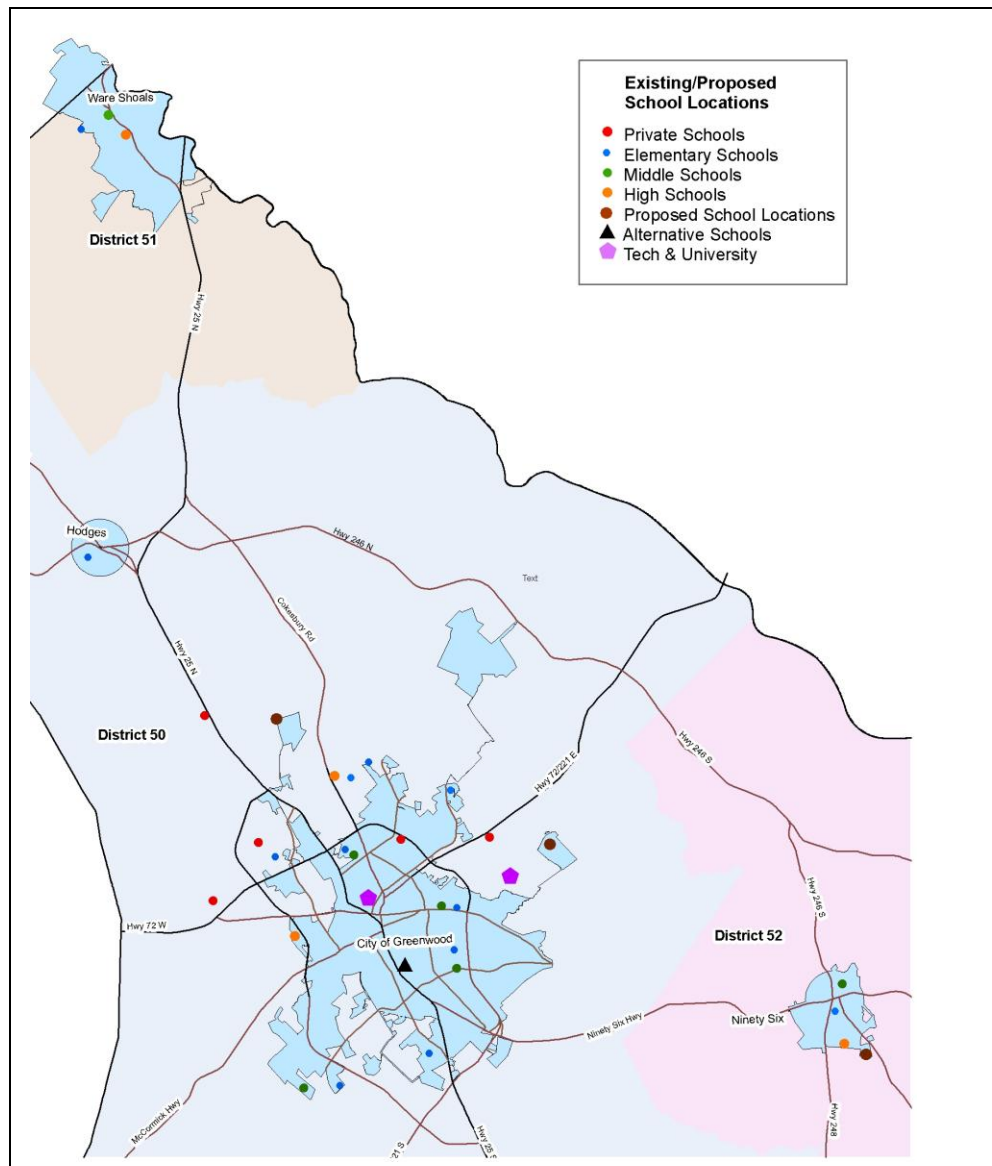
There are numerous educational sites in Greenwood County. These range from day care and private preschool centers to a public university and technical college. Most of these sites are located within the most populated areas of the county so that they are convenient to the citizens. Figure 7-5 details areas within the county where educational sites are located. Each mark represents elementary schools, middle schools, high schools, private schools, and colleges and universities.

As these facilities are designed for the education of ourselves, children and grandchildren, we need to ensure that these facilities are maintained and future sites located in well-planned areas for development. As educational sites and institutions are a cultural resource to our community, we must ensure that these sites are located in “family-friendly” locations that foster a safe and healthy environment. Furthermore, we must highlight education as a continual process that takes place throughout one’s lifetime.

7.9 Religious Sites and Institutions

Just as there are many educational sites in Greenwood County, religious sites are just as numerous. An overwhelming majority of these sites are churches (See Figure 7-6). Churches provide numerous benefits to the community ranging from building homes through the Habitat for Humanity Project, serving food to those less fortunate, and contributing monies to children’s homes and other charitable organizations. Greenwood County and its communities must continue to work with these organizations to make our community a better place to live.

Figure 7-5. Existing and Proposed School Locations



Source: Greenwood City/County Planning Department

Figure 7-6. Inventory of Church Affiliations

Affiliation	Number
Baptist	74
Methodist	22
AME	12
Presbyterian	8
Lutheran	2
Catholic	1
Episcopal	1
Other Denominations	55
Total	175

Source: www.churchesofsouthcarolina.com, 2004

7.10 Entertainment and Recreational Areas

Entertainment and recreational areas are numerous throughout Greenwood County. Most of the entertainment and recreational sites involve the natural environment. Specifically, Lake Greenwood and the Sumter National Forest are highlights in the community. These natural areas provide opportunities for boating, camping, biking, hiking, picnicking, and the like. The Sumter National Forest has a number of hiking trails and mountain bike trails that are available for public use. The potential for additional usage by residents and tourists is tremendous. Marketing efforts should be made to expand the usage of these trails.

Entertainment in the Greenwood area is primarily made up of performing arts with local performances by the Greenwood Community Theatre and Lander University. The Theatre produces numerous plays and musicals each year with local talent. School-age performers are also on-stage with the children's theatre performances. Lander University showcases performances by students and staff as well as outside talent. Performances by area bands and musical groups are also a source of entertainment available at area restaurants, bars, lounges and festivals.

Various groups and organizations provide exhibits that highlight artistic work or traveling exhibits of local, regional, or state-wide interest. The Greenwood Museum provides a general collection of artifacts of "cultural history, natural history, technology, and the arts, with particular emphasis on Greenwood County and the surrounding region." A highlight of this institution is the James West Durst Gallery which provides continuous exhibits of local artwork. In 2005, the Museum acquired the Railroad Historical Center on South Main Street is an additional site of exhibits of transportation and culture from the 1800s to the present. On-site is a 2-8-2 steam locomotive and six pieces of rolling stock including a coach, dining, sleeper and caboose.

Recreational sites in Greenwood are generally limited to the Greenwood Civic Center, the YMCA, and various town parks. These sites provide space for active recreational activities such as tennis, softball, baseball, football and soccer. Recreational sites that are becoming more numerous are individual park sites. The Greenwood Parks Commission actively identifies and develops property for passive recreational sites. Most recently this commission has developed Magnolia Park, the Heritage Trail (based on railroad history) and the West Cambridge Park. Public support for these parks has been tremendous, which alludes to the need for additional open space.

Some communities have merged culture, education and recreation by developing parks with multiple purposes. Interpretive wetlands are used in coastal areas of the state to show how a wetland works and the natural beauty of the wetland. Greenwood County should evaluate the possibilities of providing a nature trail that highlights the indigenous flora and fauna of the area. However, additional sites need to be preserved as passive recreational sites as a recent survey found that neighborhood parks, bicycle paths/jogging trails, and playgrounds were the most needed types of parks that the public would like to see developed (1999 Greenwood City/County Comprehensive Plan).

7.11 Community Arts Facilities

Greenwood County is home to a number of organizations that work toward providing artistic instruction and events. Some of these organizations include the Greenwood Museum, the Greenwood Community Theatre, the Greenwood Artist Guild, and the Lander Departments of Performing and Fine Arts. A large number of the facilities that these organizations occupy are beginning to show signs of age. Two of these buildings are located alongside Main Street at the intersection of Seaboard Avenue: the Greenwood Museum and the Greenwood Community Theatre.

The Arts Council, along with the Theatre and Museum have completed a feasibility study to determine whether it is feasible to enhance their current facilities, move to another existing building or build a new facility. The Federal Building, which once housed the Social Security Administration, Natural Resources Conservation Service and other federal agencies, has been targeted for restoration as a tourist center. This architectural icon in Uptown Greenwood would provide a functional setting for artistic presentation and education.

A positive attribute to this proposal is the location. These facilities are important to the vitality of Uptown Greenwood and should remain as linchpins to the Uptown area. Currently, the Uptown is underutilized after 5:00 p.m. and is not effective as a destination. Arts performances attribute to increasing numbers of people after 5:00 p.m. and foster increased economic benefits to businesses such as restaurants and cafes. The Federal Building, along with the current Theatre and Museum sites, could be developed as a campus setting for the performing arts. Also included into the campus should be pedestrian linkages to other organizations such as Lander University. Due to the architectural qualities of the Federal Building, a number of facade improvements need to be extended north along Main Street to extend this campus setting as an "Avenue of the Arts." The existing Theatre, Museum and PALS building should be redeveloped as well. Funding for the planning stages of such a facility could be obtained from a number of grant sources as well as assistance from Clemson University, the SC Downtown Development Association, the SC Department of Archives and History, the SC Arts Commission, etc.



Federal Building - Greenwood

7.12 Cultural Arts Funding and Education

It is said that you are only able to do as much as money and manpower allow. This is certainly the case with cultural arts in Greenwood County. Community arts groups are dependent on a mixture of private and public funding. Increased public funding for local agencies is needed to provide the services and programs that the citizens demand. As well, local support is needed through memberships and attendance from the general public. A common sentiment in the Greenwood area is that you must travel to Abbeville, Newberry or Greenville to attend a play, a concert, or other cultural event. This mentality must change in order to bring revived interest in local arts. A public advertisement campaign needs to be addressed through local newspapers, radio stations, television stations, and other media to make individuals aware of what is happening locally. Support from local businesses and industry is needed as many companies use Greenwood's cultural arts facilities as recruiting tools. Local governments also need to understand the economic potential that is lost every day that individuals go outside of the county for arts programs. A county-wide fiscal analysis is needed to survey the actual economic loss that the community is experiencing.

One way that some community arts groups have gained increased publicity and funding is through an arts council or commission. This "consortium" between arts organizations allows the arts council or commission to propose an annual budget for all member groups, submit this to local governments for funding, and allocate these funds to member organizations. Local governments find this financial setup highly conducive as there is one spokesperson for these groups, rather than each group stating its monetary needs. Artistic groups find that they receive more funding with a cohesive plan rather than individual wish lists that compete against one another for their "fair share." This win-win scenario needs to be further evaluated by the Arts Council of Greenwood County and its member organizations. This group currently plays a significant role in the community through support of various art and cultural events. The vision of the Greenwood County Arts Council is:

The Arts Council of Greenwood County takes a leadership role in community cultural planning and development for the benefit of existing arts organizations and to provide support for future development. In this vision, the Arts Council is a partner to all arts organizations, as well as an organization that designs and implements programming efforts.

Education is another key aspect for the continuation of cultural arts in Greenwood County. Currently, many of the arts organizations, such as the Museum and Theatre, are actively involved in education programs for students of all ages. A combination of grant funding, private and public funding, and admission fees are used to fund these programs. Lander University is also involved with education through the Division of Fine Arts and the Monsanto Gallery. The importance of the arts needs to be stressed as a priority in our local school districts. These include music, visual arts, performing arts and

literary arts. Without future generations being provided opportunities to develop in these areas, the community will lose an appreciation of cultural arts as time goes on.

7.13 Local Festivals and Events

There are many festivals and events that take place in Greenwood County each year. In April of odd years, Ninety Six hosts the Revolutionary War Days. This festival is based on the town's history as a revolutionary settlement. Some of the highlights of the event include individuals dressed in period costumes, musket firing demonstrations and the like. Related to the Revolutionary War Days is the French and Indian War Encampment in Ninety Six during even years. This event portrays the lifestyles of the 1700s.

In May, Ware Shoals celebrates the beginning of Summer with the annual 'Catfish Feastival'. The town celebrates its link to the Saluda River with fried catfish and other cuisine. Included in this event are arts and crafts, a beauty pageant, and street dance. Related to the event is a rodeo that is held at the neighboring River Oaks Arena.

The South Carolina Festival of Flowers is a state-wide event sponsored by the Chamber of Commerce in June of every year. This is a month-long event that includes arts and crafts, musical groups, golf and tennis tournaments, theatre performances, a water show, Railroad Historical Exhibit, fashion show, KidFest, aircraft displays, Park Seed Flower Day and Flower Show, and Taste of the Town.

Piedmont Technical College is the site of the Old-Fashion Fourth of July Family Fun Day. Activities included in this event range from a carnival and games to a dog show and musical groups. The Fun Day culminates into a fireworks display in the evening.

In June, the Uptown comes alive with the sounds of jazz and the smell of barbeque during the Festival of Discovery. This festival highlights the cultural history of our community. Activities include a "Blues Cruise", a SC state championship barbeque and hash cookoff, and traditional and folk artisans, crafters and musicians.

August is the month for the Country Music Jamboree in the Hodges Town Square. This festival celebrates area music with country, folk, and bluegrass music. Other items include arts and crafts, street dance, and amusement rides.

In Autumn, the focus of local events turns to the health of our communities. The Wellness Celebration, sponsored by the Chamber of Commerce in cooperation with local groups, is a way to provide information to the community about services that are available to enhance the community's mind, body and soul. Related to this is the Upper Savannah Senior Sports Classic, sponsored by the Upper Savannah Council of Governments. This event provides an opportunity for retirees and older individuals to compete in sports that highlight the Olympic spirit in a fun-filled environment.

Another event is the inclusion of a "Kid's City" event, possibly in coordination with a local festival. This event involves coordination with local school districts to teach children about the function of local government. The teaching sessions culminate in a day-long activity in which children design and build their own town. This program encourages each child to build a structure, acquire a permit, and understand how this building functions in relation to the rest of the town. The results of this Kid Town can give local officials an idea of what types of things are important to the next generation of local officials.

7.14 Cultural Tourism

Cultural tourism is a recent trend in economic development that is gaining strength throughout South Carolina and the nation. The concept is based on marketing and developing cultural sites that benefit the local economy. Tourist communities along the coast and in mountainous regions have long known the importance that tourism has on a local economy. Greenwood County's economy has historically been grounded in manufacturing, however our local economy is expanding and becoming more diverse. Diversity in a local economy is beneficial so that if one area of the economy slows, other areas prosper.

Greenwood County should evaluate expanding its local economy to include cultural tourism as a link to increase the vitality of the local communities. One only needs to look to our neighboring counties to see the success that Abbeville and Newberry Counties have had within recent years. The Heritage Corridor, developed by the South Carolina Department of Parks, Recreation and Tourism, is a dynamic promotional tool that benefits the Greenwood area. Greenwood County is located along the Discovery Route which runs through the center of the county (See Figure 7-6). Being the largest community in the region, the City of Greenwood will see an increased number of tourists requesting lodging and sites to visit. However, if there are not adequately advertised sites, tourist dollars will bypass Greenwood for other counties.

Increasingly, our region is becoming more attractive to retirees, both in-state and out-of-state. Census figures show that retirees are moving from the North to the South and from Florida northward. In addition, the percentage of the population that is aging will increase as the baby boom generation retires. As the largest city in the region, the City of Greenwood is an attractive location to those in need of medical care. Retirees also have a tremendous purchasing power that is beneficial to the local economy. Local leaders need to evaluate the future needs of this population to determine what kinds of cultural activities or sites are beneficial to those currently residing here and those programs and facilities that could be used to recruit additional retirees to Greenwood County.

Marketing of our cultural resources is vital if we are to expand our economic potential. The Arts Council is a prime leader in this area as this organization currently produces a monthly schedule of events. Active community programs also need to be developed to expand interest in and knowledge of drama and the arts. Other programs that could be offered include developing and promoting architectural walking tours of neighborhoods that define buildings of local architectural significance, promote local arts groups and artisans through a community arts festival, or developing partnerships with the local school districts to demonstrate art and culture throughout the school year.

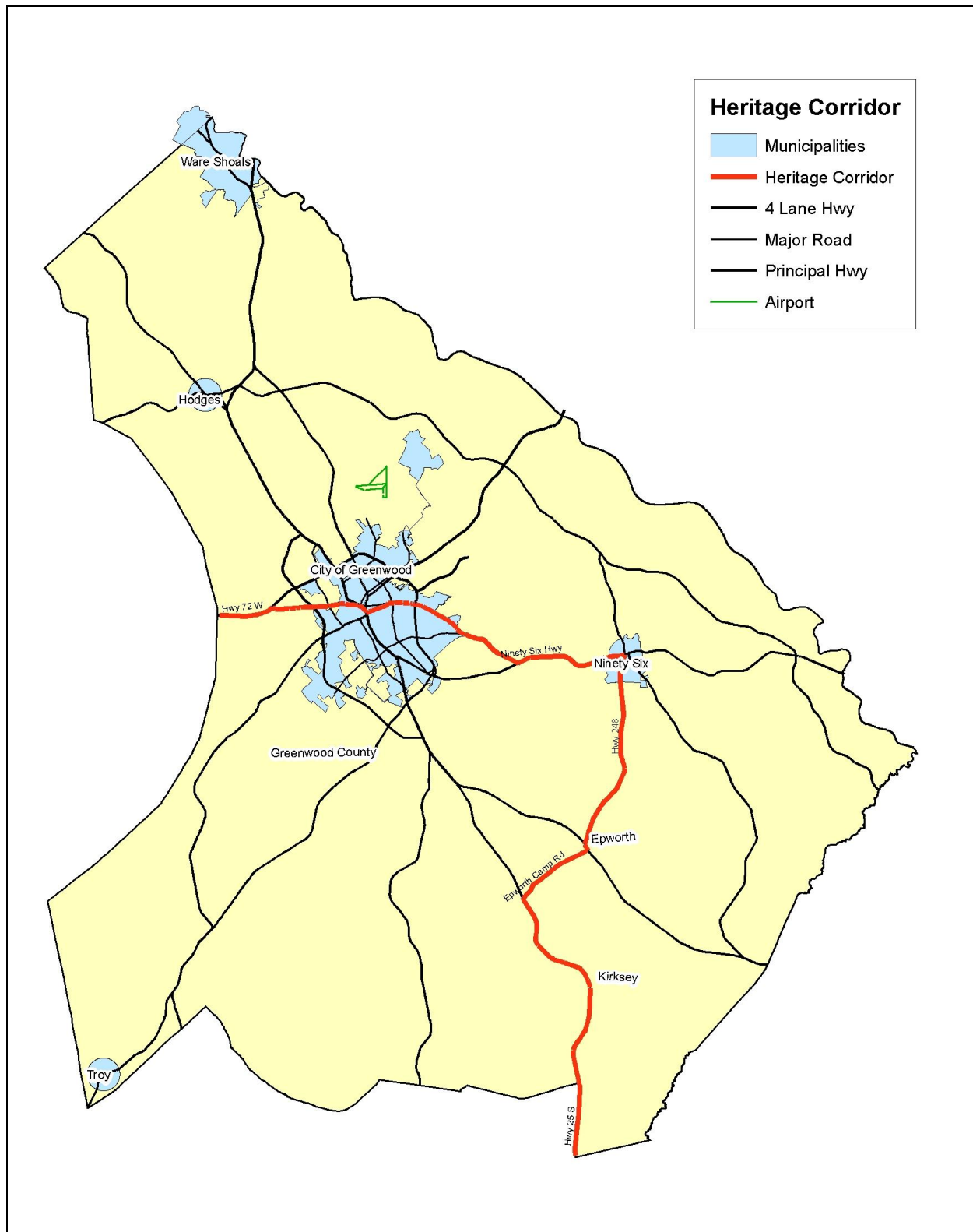
7.15 Cultural Groups

Greenwood County is becoming more culturally diverse. Our community is seeing this cultural diversity from a number of factors including Lander University, Self Regional Healthcare and the Greenwood Genetics Center, local industries, and farms and agricultural centers. With our strong local economy, more individuals from numerous cultural backgrounds will be locating to our community in the future.

In 2000, the U.S. Census Bureau identified that there were 1,902 persons of Hispanic origin and 610 persons categorized as Other. Other persons are defined by the U.S. Census Bureau as those individuals whose racial background is American Indian, Eskimo, Aleutian, Asian or Pacific Islander. Also in 2000, the Census Bureau reported that Greenwood County contained 1,842 persons who were foreign born. Greenwood County needs to take a proactive approach to assist the Census Bureau in producing accurate census results in 2010 for minority groups as well as the total population.

Greenwood County's citizens are its most important resource. The community as a whole is made up of a number of cultural groups and ethnicities. In 2000, a question on the census form asked the ancestry of the population (See Figure 7-8). One way that the community can celebrate the cultural diversity that is found here and across the nation is to hold an annual street festival that highlights each of the major cultural groups. This festival would enhance understanding and encourage acceptance of other cultural groups.

Figure 7-7. Heritage Corridor Discovery Route



Source: SC Parks, Recreation and Tourism, 2006.

Figure 7-8. Ancestry of the Population

Nationality	Population	Nationality	Population
United States/American	11,473	Swiss	47
Irish	4,651	Hungarian	43
German	4,611	West Indian	26
English	4,516	Austrian	25
Scotch-Irish	2,145	Czechoslovakian	25
French (except Basque)	808	Pennsylvania German	22
Scottish	763	Canadian	21
European	666	Danish	21
Italian	645	Yugoslavian	20
Subsaharan African	539	Lithuanian	19
Dutch	502	Ukrainian	13
Polish	278	Croatian	11
British	190	Latvian	11
Welsh	167	Acadian/Cajun	10
Swedish	132	Estonian	10
French Canadian	119	Finnish	8
Greek	114	Romanian	8
Norwegian	106	Albanian	7
Russian	94	Belgian	7
Arab	71	Slovene	7
Czech	53	Armenian	6
Scandinavian	51	Guyanese	1
Portuguese	47	Other Ancestries	21,615

Source: US Census Bureau, 2000.

7.16 Youth and Senior Activities

Two vital categories of our population are youth (those less than 18 years of age) and seniors (those 65 years of age and over). These two age groups made up nearly 40% of Greenwood County's population in 2000. Since these groups make up a growing percentage of the population, more work needs to be done to provide additional activities for the community.

Youth activities in Greenwood County are limited and are somewhat dependent on public organizations and commercial businesses. Some of these facilities and organizations providing support to youth include the Greenwood YMCA, the Greenwood County Library, the Greenwood County Sports Complex, the Greenwood Museum, and the Greenwood Community Theatre. However, a number of youth programs that are offered are priced above what some individuals can afford. This results in children that are many times left at home unsupervised. More support is needed to advocate for after school programs and summer programs that encourage youth involvement which builds character, teamwork and self-esteem. Additional community facilities in the area would also be a benefit to this age group.

Parks and open spaces are needed to supply areas for activities such as touch football or frisbee. Sidewalks and bicycle paths are needed to supply a safe facility for children to travel from one place to another rather than relying on an automobile. Summer internships in public agencies are an invaluable resource for high school students to receive job training skills. Furthermore, there is great economic potential in the youth market. Commercial development should be promoted that tailors to the needs of youth.

For seniors in Greenwood County, activities geared specifically for this age group are also limited. Senior programs are typically sponsored by the Upper Savannah Council of Governments and the Piedmont Council on Aging. An activity of interest is the annual Upper Savannah Senior Sports Classic. This event "promotes the health, fitness and well-being of those 50 and older." Further programs need to be developed to encourage senior citizens to become more physically active.

One of the major factors that this age group faces is mobility. Many older individuals are unable to drive or do not have access to an automobile. Buses and other shuttle services are needed to provide opportunities to these individuals. Local transportation officials need to evaluate the possibility of a cooperative bus service between local organizations that currently run shuttle services on a part-time basis.

An additional factor is accessibility for disabled persons at public buildings. Local governments must ensure that facilities such as sidewalks, ramps, hallways, restrooms, *etc.* are maintained to meet or exceed the current Americans with Disabilities Act (ADA) standards.

The need for adequate facilities and recreational and shopping opportunities becomes more pressing as our community attracts more retirees. Economic recruitment needs to be aware of the need to attract commercial developments that tailor to an older clientele. Specifically, a community-wide survey needs to be conducted to measure the needs of those retirees that currently reside in Greenwood County, as well as those that are touring or visiting Greenwood as a potential retirement destination.

7.17 Conclusion

Cultural resources in our communities have, for far too long, been considered as icing-on-the-cake rather than a fundamental building block of our local area. Once only considered a quality of life issue, cultural resources provide a substantial, yet under-recognized, base for economic development that many communities in South Carolina use to their advantage. Current arts and cultural groups are striving for a renewed vision of arts and cultural activities in Greenwood County. This vision, including facilities (current and existing), programs, performances, exhibits, marketing, *etc.* is essential to the cultural vitality of Greenwood County. This element outlines goals and objectives for the continued growth and interest of cultural resources in our county for the promotion, preservation and protection of our cultural assets.



Goals, Objectives, and Strategies for Implementation

Goals/Objectives/Strategies	Accountable Agency	Time Frame for Completion
Goal 7.1. – Promote historic preservation actions		
Objective 7.1.1. Preserve historic resources in our communities		
<u>Strategy 7.1.1.1.</u> Form a Board of Architectural Review to identify historic sites and structures for National Register Nomination and local nomination	County, City, and Town Councils	2006
<u>Strategy 7.1.1.2.</u> Meet the goals of the National Park Service Certified Local Government Program	Board of Architectural Review	2006
<u>Strategy 7.1.1.3.</u> Amend local development regulations to protect historic districts from incompatible land uses	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.4.</u> Require new developments to conform to similar construction materials and styles in historic neighborhoods	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.5.</u> Establish revolving loan funds for historic preservation	Board of Architectural Review	2007
<u>Strategy 7.1.1.6.</u> Encourage state legislation to provide tax credits to encourage adaptive reuse of historic or architecturally significant buildings	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.7.</u> Develop a local nomination process which incorporates signs and markers to designate historic sites and structures	Board of Architectural Review	2007
<u>Strategy 7.1.1.8.</u> Encourage the use of historic overlay zoning district that protects historic areas from adverse development or demolition	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.9.</u> Work with the South Carolina Department of Archives and History to designate the Greenwood County mill villages as historically significant	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.10.</u> Work with the South Carolina Institute of Archaeology and Anthropology to identify significant archaeological sites in Greenwood County	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.11.</u> Designate area historic districts at local, state and federal levels	Board of Architectural Review	Ongoing
<u>Strategy 7.1.1.12.</u> Provide educational materials on the benefits of historic preservation	Board of Architectural Review	2007
<u>Strategy 7.1.1.13.</u> Perform a model community preservation plan for all areas of Greenwood County	Board of Architectural Review	2007
Objective 7.1.2. Promote historical sites and buildings		
<u>Strategy 7.1.2.1.</u> Market Greenwood as an historic community	Chamber of Commerce	2006
<u>Strategy 7.1.2.2.</u> Perform an inventory of historic areas for the formulation of historic districts	Board of Architectural Review	2007
<u>Strategy 7.1.2.3.</u> Develop walking tours of various areas of Greenwood County to highlight the area's historical and architectural significance	Greenwood County Historical Society	2007
<u>Strategy 7.1.2.4.</u> Develop an internet web page devoted to historic sites in Greenwood County	Board of Architectural Review/Greenwood County Historical Society	2008
<u>Strategy 7.1.2.5.</u> Provide listings of sources and assistance to individuals to obtain grant funding for historic properties and buildings	Board of Architectural Review	2008

Goals/Objectives/Strategies	Accountable Agency	Time Frame for Completion
Goal 7.2. – Develop the cultural resource infrastructure		
Objective 7.2.1. Identify the Uptown area as a major cultural venue for Greenwood County		
<u>Strategy 7.2.1.1.</u> Promote a harmonious mixture of land uses in Uptown Greenwood	Uptown Greenwood Development Corporation	Ongoing
<u>Strategy 7.2.1.2.</u> Develop plans to determine long-term strategies for commercial development	Uptown Greenwood Development Corporation	2007
<u>Strategy 7.2.1.3.</u> Develop an urban design plan for Uptown Greenwood with sound goals and objectives and innovative funding alternatives	Uptown Greenwood Development Corporation/Board of Architectural Review	2007
<u>Strategy 7.2.1.4.</u> Work with property owners from the Federal Building to the CSX rail line to develop an “Avenue of the Arts” by extending façade improvements and providing pedestrian linkages	Uptown Greenwood Development Corporation	Ongoing
Objective 7.2.2. Develop land use proposals on the potential impacts of cultural resources		
<u>Strategy 7.2.2.1.</u> Develop land use requirements to protect our largest natural and scenic areas in Greenwood County: Sumter National Forest, Lake Greenwood, the Saluda River, and the Ninety Six National Historic Site	Planning Commission	Ongoing
<u>Strategy 7.2.2.2.</u> Build future public schools in areas with existing infrastructure and large population density in order to maximize the schools benefits as a cultural and recreational center	School District Boards of Trustees	Ongoing
<u>Strategy 7.2.2.3.</u> Evaluate the possibilities of providing a nature trail or other similar site to highlight the cultural and educational aspects of the area	Greenwood County Parks Commission	2009
<u>Strategy 7.2.2.4.</u> Preserve additional sites within the county for active recreational sites	Greenwood County Department of Parks and Recreation	Ongoing
<u>Strategy 7.2.2.5.</u> Develop additional parks and open spaces near neighborhoods to encourage informal youth activities	Greenwood County Department of Parks and Recreation	Ongoing
<u>Strategy 7.2.2.6.</u> Develop a long-term plan for development, financing and maintenance of additional public recreational facilities	Greenwood County	2007
<u>Strategy 7.2.2.7.</u> Develop a sidewalk and bicycle path plan to identify routes between neighborhoods and public facilities for safe transportation mobility	Greenwood City/County Planning Department	2007
<u>Strategy 7.2.2.8.</u> Evaluate the opportunity to provide a cooperative shuttle service to elderly individuals	Upper Savannah Council of Governments	Ongoing
<u>Strategy 7.2.2.9.</u> Ensure that public facilities meet or exceed ADA standards	Greenwood County Local Governments	Ongoing
Goal 7.3. Encourage cultural resources as a major factor in economic development		
Objective 7.3.1. Develop the tourism economy		
<u>Strategy 7.3.1.1.</u> Evaluate the need for expanding the local economy to include tourism as a viable industry	Chamber of Commerce	2006
<u>Strategy 7.3.1.2.</u> Develop an economic development campaign that highlights cultural organizations and facilities	Partnership Alliance	2008
<u>Strategy 7.3.1.3.</u> Perform a county-wide fiscal analysis of the economic loss that the community is experiencing from individuals attending cultural events outside the county	Arts Council of Greenwood County	2007

Goals/Objectives/Strategies	Accountable Agency	Time Frame for Completion
Goal 7.3. Encourage cultural resources as a major factor in economic development		
Objective 7.3.1. Develop the tourism economy		
<u>Strategy 7.3.1.4.</u> Support local festivals and events through participation and funding	Local Governments	Ongoing
<u>Strategy 7.3.1.5.</u> Assist the Chamber of Commerce and the Greenwood County Heritage Corridor Committee in developing ways to advertise tourist sites and points of interest through brochures and web sites	Chamber of Commerce	Ongoing
Objective 7.3.2. Develop the retirement economy		
<u>Strategy 7.3.2.1.</u> Develop a survey to administer to potential retirees as to the needs of promoting the area for retirement	Chamber of Commerce	2008
<u>Strategy 7.3.2.2.</u> Perform a community-wide survey to gauge the needs of the retirement population	Chamber of Commerce	2008
Goal 7.4. Increase awareness of Greenwood County's cultural heritage		
Objective 7.4.1. Develop cultural resource programs		
<u>Strategy 7.4.1.1.</u> Perform a cost/benefit analysis for an arts council or consortium that pools resources together to leverage funding for the cultural community	Arts Council of Greenwood County	2007
<u>Strategy 7.4.1.2.</u> Assist the school districts and arts groups in developing a more aggressive arts program in our local schools	Arts Council of Greenwood County	Ongoing
<u>Strategy 7.4.1.3.</u> Develop a Kid's City project through local school districts and in coordination with a festival or special event	Greenwood City/County Planning Department	2009
<u>Strategy 7.4.1.4.</u> Increase the events at the Festival of Discovery to enhance understanding and encourage acceptance of other cultural groups	Uptown Greenwood Development Corporation	Ongoing
Objective 7.4.2. Provide opportunities to strengthen our communities		
<u>Strategy 7.4.2.1.</u> Assist the U.S. Census Bureau in obtaining accurate census counts of the local population	Greenwood City/County Planning Department	Ongoing
<u>Strategy 7.4.2.2.</u> Develop a summer internship program for high school students to learn job training skills	Local Governments	2007
<u>Strategy 7.4.2.3.</u> Recruit commercial businesses that are specifically geared towards the youth and senior age groups	Partnership Alliance	2008
<u>Strategy 7.4.2.4.</u> Continue to work with religious organizations in support of various programs to make our communities better places to live	Local Governments	Ongoing

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